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DRAFT
16 FEB 2007

EAST BEACH CENTER CHARRETTE SUMMARY:

Norfolk, Virginia URBAN DESIGN ASSOCIATES

FEBRUARY 2007

DRAFT
16 FEB 2007

East Beach Center Charrette Summary

PREPARED FOR
The Norfolk Redevelopment and Housing Authority

FUNDED BY
The City of Norfolk

CONSULTANT TEAM
Urban Design Associates
Live Work Learn Play, LLP
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Glatting Jackson Kercher

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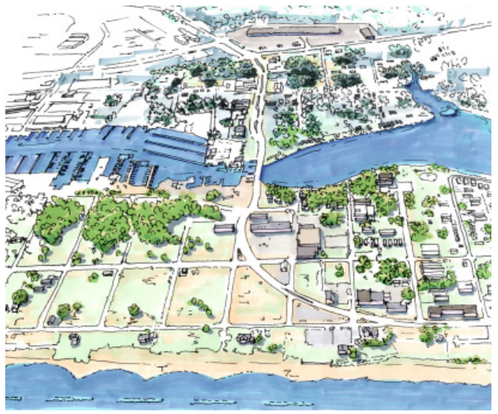
Introduction



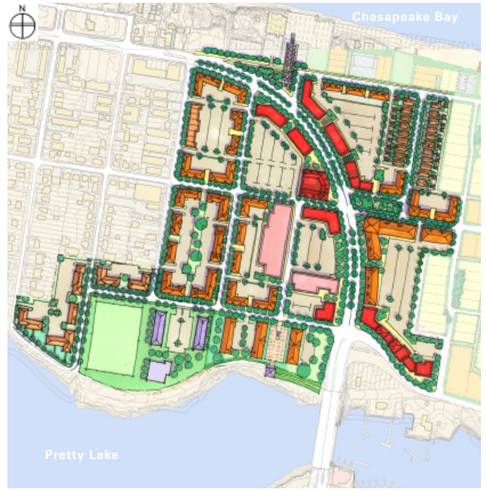
Aerial view of Shore Drive in 2000

Aerial perspective of proposed alterations to Shore Drive and development in the Ocean View Corridor Plan

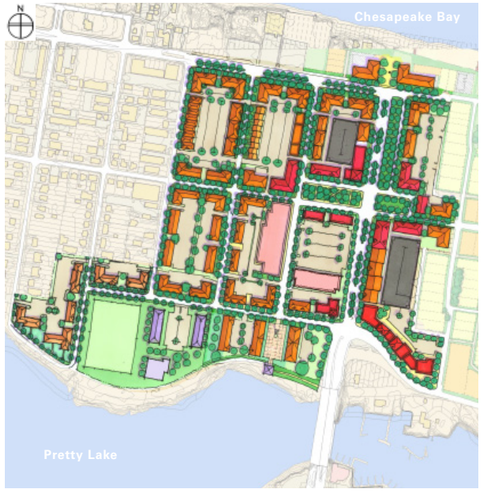
History and Background

Put the View Back in Ocean View has been the central theme over the course of nearly twenty years of planning for the Ocean View Communities. It recognizes that zoning policies and development practices of the 1960s and 70s had encouraged continuous strip commercial along Ocean View Avenue and development that blocked views of the water. The Ocean View Corridor Plan proposed concentrating retail uses in a series of town centers, located at the gateways into Ocean View. In that way, the stores would be accessible to a larger market area than Ocean View and would be less likely to drag heavy traffic through the communities. Furthermore, the Plan called for these sites to become town centers with public spaces opening to the waterfront, in order to take advantage of this remarkable natural asset.

Shore Drive is the location of one of the most important of these centers. As part of the East Beach development to the east of Shore Drive, plans were developed in which a small town center at Pleasant Avenue would respect the existing curve and create a main street environment on the current 23rd Bay Street alignment. Subsequent design efforts proposed straightening out the curve in Shore Drive in order to create some form of grand boulevard or main street with a view of the water. This concept was developed in very general form. Although the capacities of the straight versus curved configurations were tested, these configurations were not developed in the context of market analysis or detailed design of the spaces themselves. A detailed traffic study and simulation concluded that there would be no substantive impact on through traffic if the road were changed. A subsequent market study identified the potential for a unique retail environment, but without specific reference to the road design.



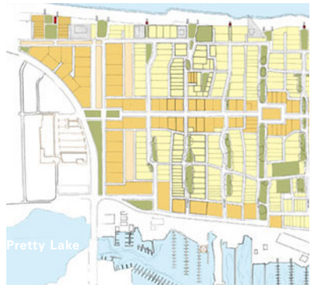
Illustrative plan to test development capacity with the existing curved road



Illustrative plan to test development capacity with the L road configuration

Purpose of the Charrette

Many in the community and in the development process remained uncertain about the benefits of either alternative for Shore Drive. Therefore the purpose of this charrette was to incorporate the traffic study, the market analysis, and the participation of specialists in both fields to further define the character and program of development that could take place in either alternative. The goal was to develop two, three, or more alternative concepts and have them tested in a public participatory process. This is seen as an important first step toward providing a recommendation for how private development may proceed in the in Shore Drive area.



The original DPZ plan showing development responding to the Shore Drive curve.

Overview of the Report

THE REPORT SUMMARIZES the findings and concepts that were developed during the course of the charrette. While minor edits and revisions were made for the sake of clarity and consistency, the substance of the work accomplished at the charrette remains unchanged. This report will be used as a basis for discussions among stakeholders and public agencies to develop a preferred plan.

The report begins with an overview, then documents the public process. The public input results are then compared with technical analyses of urban structure, traffic, and market.

The central section of the report describes the design concepts that were produced.

Pretty Lake Harbor Address

The first overall concept that emerged was to recognize that the project area is not one single place or address. It contains three very different environments, each with distinct identity and development potential:

1 Pretty Lake Harbor has the characteristics needed to become a unique restaurant and retail area oriented around the marinas and boating activity in the harbor.

2 The Chesapeake Bay Front is more desirable as a quieter place, oriented to the beach, with small amounts of retail such as ice cream parlors. The uses would be primarily hotel and residential.

3 Pleasant Avenue Village Center, benefitting from its prime location between the two waterfronts, is ideal for a mixed use area with a wide range of retail and office uses. With such density and variety, it could become the 'Town Center' for the community.

Chesapeake Bay Front Address

Pleasant Avenue Village Center Address

Alternative Concepts

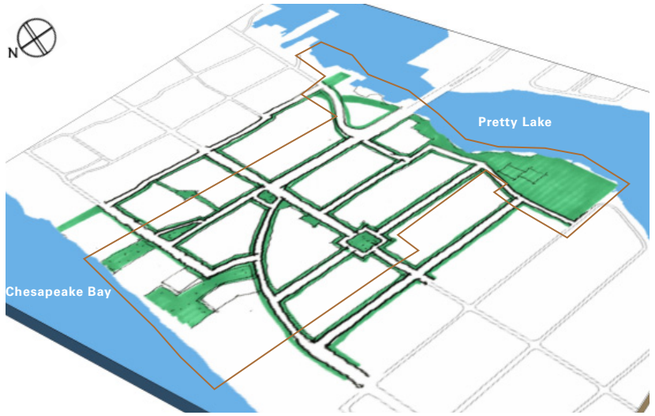
A number of street configurations were tested to find the best way to serve both the existing community and the proposed activity centers. As the designs were developed, it became clear that the configuration of Shore Drive was not the most pressing traffic issue. It may have an impact on development capacity, but other traffic problems such as the incomplete street network west of Shore Drive in the area would remain unsolved. Therefore, three different traffic frameworks were used to develop three different design concepts.

1 Modified Curve: The curve is reduced to a two or three lane road with some of the traffic diverted to other streets. Intersections are provided for local access.

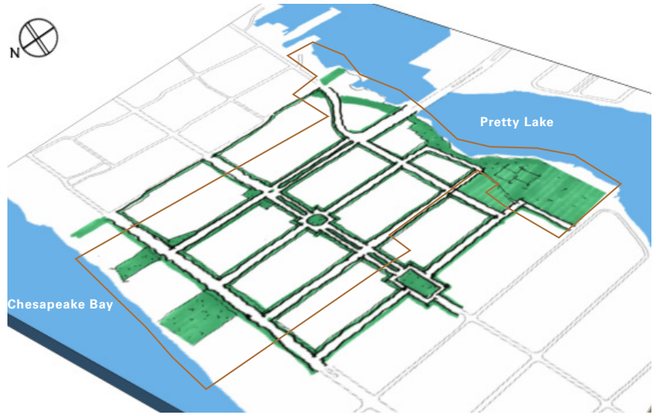
2 The Wedge: The curve is eliminated, and an angled street is added to provide views to the waterfront from 23rd Bay Street. Pleasant Avenue and 21st Bay Street are designed to carry more traffic and to provide on street parking for the Town Center.

3 The Grid: The curve is eliminated and replaced with a network of local streets. Pretty Lake is connected between Shore Drive and 20th Bay Street.

The Charrette concluded with an evaluation of these three Master Plan Concepts. That process suggested that a combination of the alternatives may be the best way to create the three addresses.



Modified Curve alternative



Grid alternative

Wedge alternative

Process

Organization and Participants

The process was organized over the course of the Fall of 2006 with the help of the Community Advisory Committee. The Committee was charged with monitoring the process to ensure full and fair public participation. It also advised the team on ways to achieve that goal.

The Charrette began with a series of focus group discussions and an evening public meeting. Over 120 people attended and engaged in lively discussion, both as a large group and in table top discussions around the room. They responded to questions about the strengths and weaknesses of the area and hopes for its future. Each participant was asked to place three green dots on the best places in the area, three red dots on the worst places in the area, and blue dots on the areas where improvement is most needed. Specific potential future uses were debated and evaluated.

The results of these sessions were summarized and diagrammed, and were used as a starting point as the team began to develop conceptual designs. This input also became an important part of the market analyst's evaluation of the potential uses for the area. The team supplemented the focus group input by conducting additional interviews and studying existing uses in the area.

On the last day of the charrette, the designs were presented and participants were asked to evaluate each alternative. The results of that session are summarized at the conclusion of this report.

Strengths

STRENGTHS

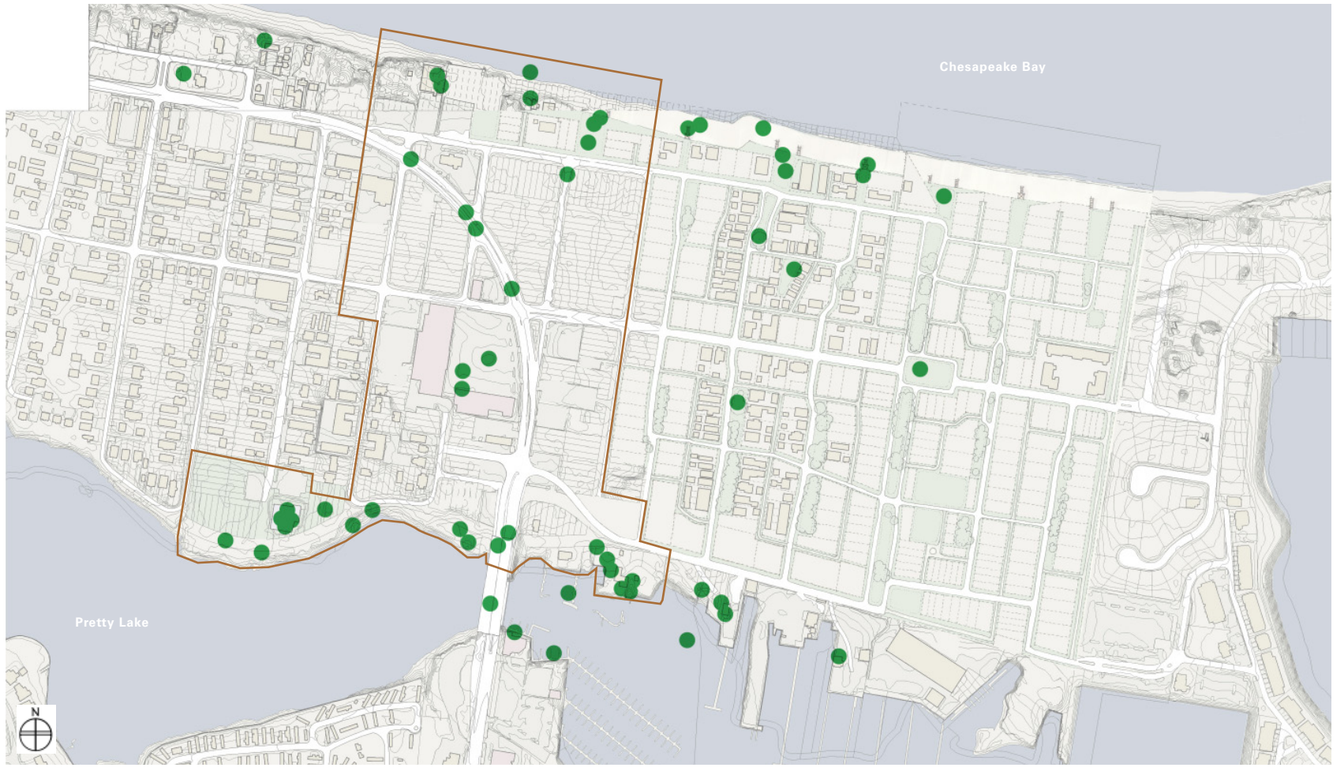
- Chesapeake Bay and Pretty Lake
- Views to Marina and both waterfronts
- Designated fishing areas
- Natural topography and dunes
- Access to highways and airport
- Rich history
- Part of an Ocean View neighborhood with a strong sense of community
- Pedestrian friendly
- High-quality and diverse housing
- Unique architectural character

Chesapeake Bay Front

Pretty Lake Harbor

The majority of places singled out by participants as strong points were located along the two waterfronts. The greatest concentration of green dots, however, was along the Pretty Lake Waterfront. These included some of the existing marina operations along Pretty Lake and currently underdeveloped areas west of the bridge which were thought to have great potential.

Other areas that were identified include the new houses in East Beach, the greens and areas with preserved trees, and the curved road. The existing shopping center was identified as an opportunity for change.



Summary map with green dots placed by participants in the process to identify the best areas

Weaknesses

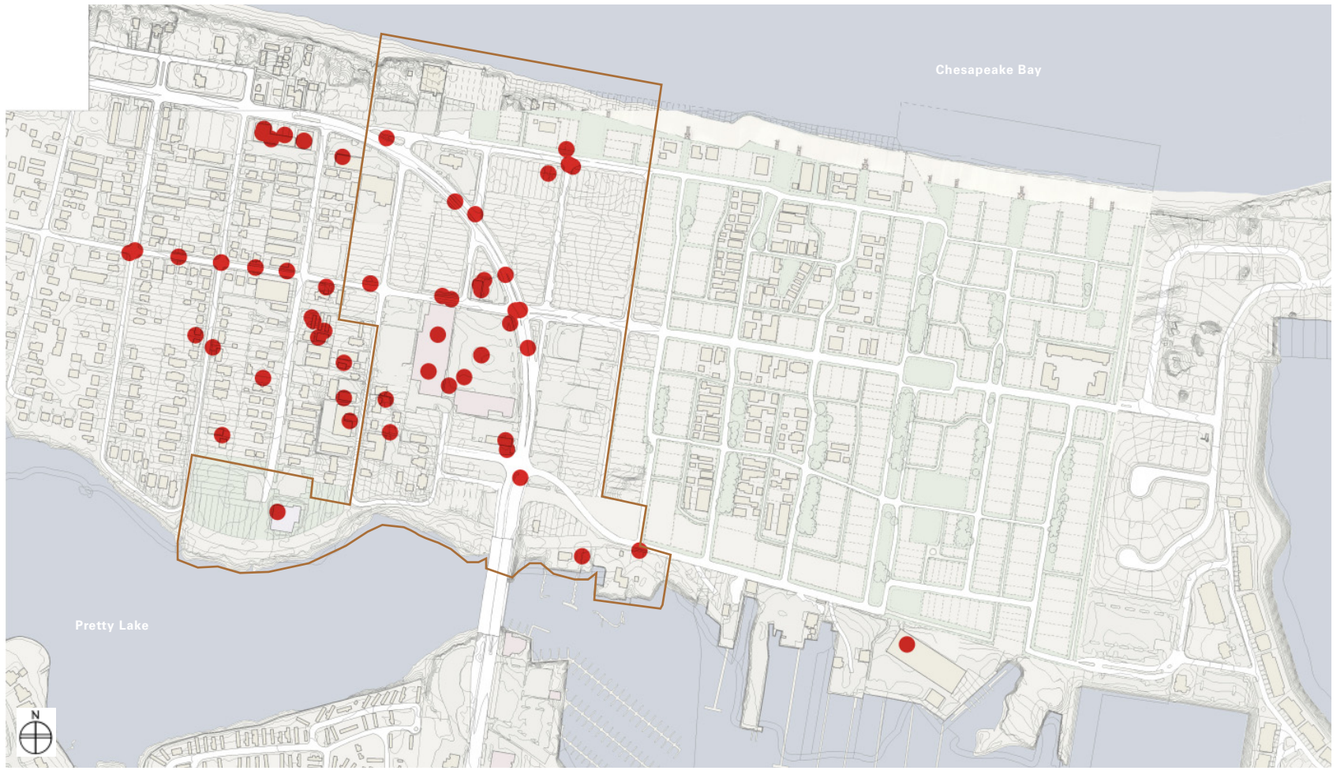
WEAKNESSES

- Heavy Traffic
- Street patterns provide limited access points to certain areas
- Various high-traffic intersections lack sidewalks
- Lack of middle-income housing
- Strong division between both sides of Shore Drive
- Flooding on Pretty Lake Avenue and Pleasant Avenue
- Lack of retail areas and activities

The places least liked by participants were generally concentrated in the area west of Shore Drive. Shore Drive itself was seen as a barrier, impeding improvement of the conditions to the west. The condition of Pleasant Avenue and its susceptibility to flooding were described as serious problems, as were several rental housing properties and run down buildings identified along Ocean View Avenue. Comments included concerns about traffic circulation, not so much on Ocean View Avenue, but rather focusing on the lack of alternative ways in and out of the area.

Vacant and under utilized properties

Deteriorated roads and buildings



Summary map with red dots placed by participants in the process to identify the worst areas

POSSIBILITIES

- Improved connectivity to neighborhoods west and east of Shore Drive
- Convenience retail made accessible via a safe pedestrian environment
- Improved public access to the water
- Diverse housing options offering a variety of lifestyles and amenities

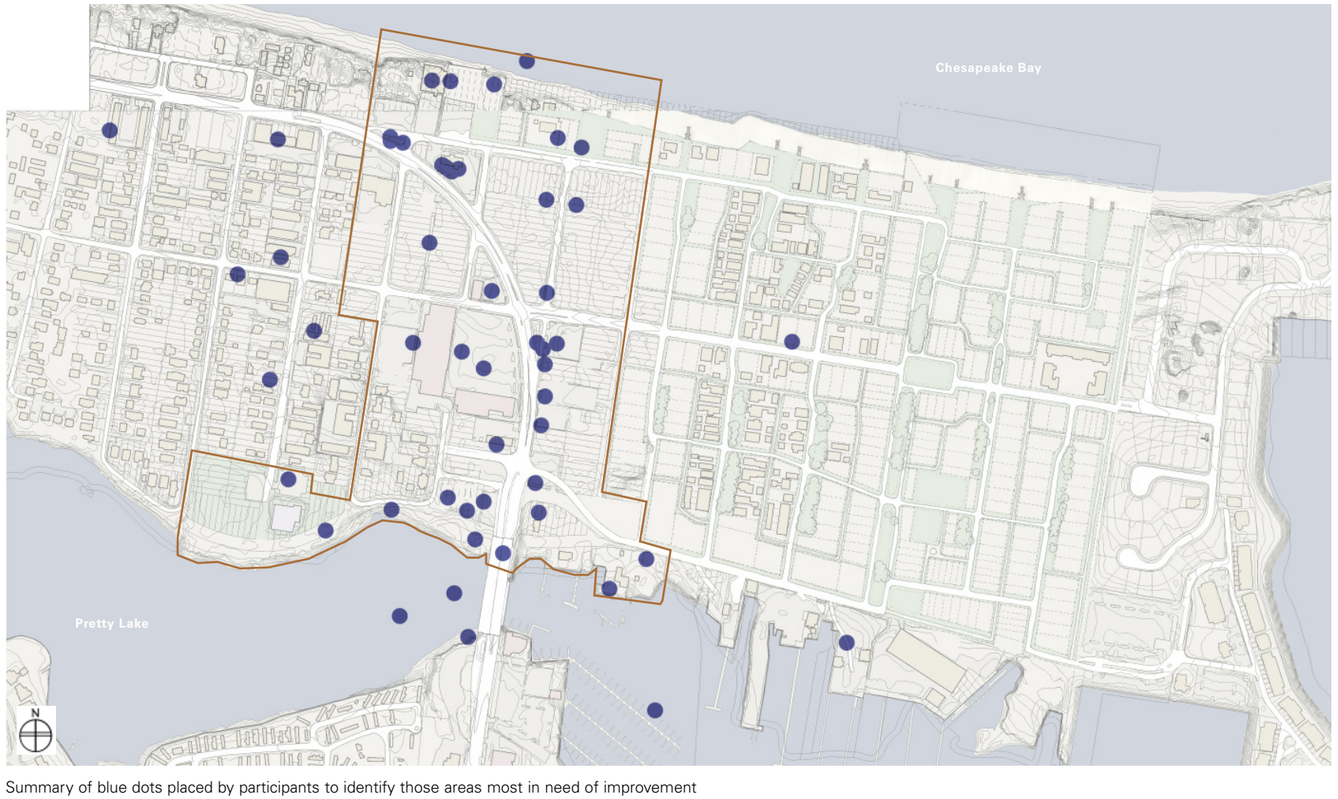
Priority Areas

There was general consensus that the area needs quality retail, both for daily needs and for specialty shopping. The blue dots, identifying where action is needed, are generally arrayed in the areas of the red dots on the previous pages. Shore Drive and the existing shopping areas next to Chesapeake Bay frontage were seen as important but less critical than other areas.

Vacant land west of Shore Drive Bridge in Pretty Lake

Land ready for development on the Chesapeake Bay Front

Vacant land west of Shore Drive Bridge in Pretty Lake



Summary of blue dots placed by participants to identify those areas most in need of improvement

Analysis

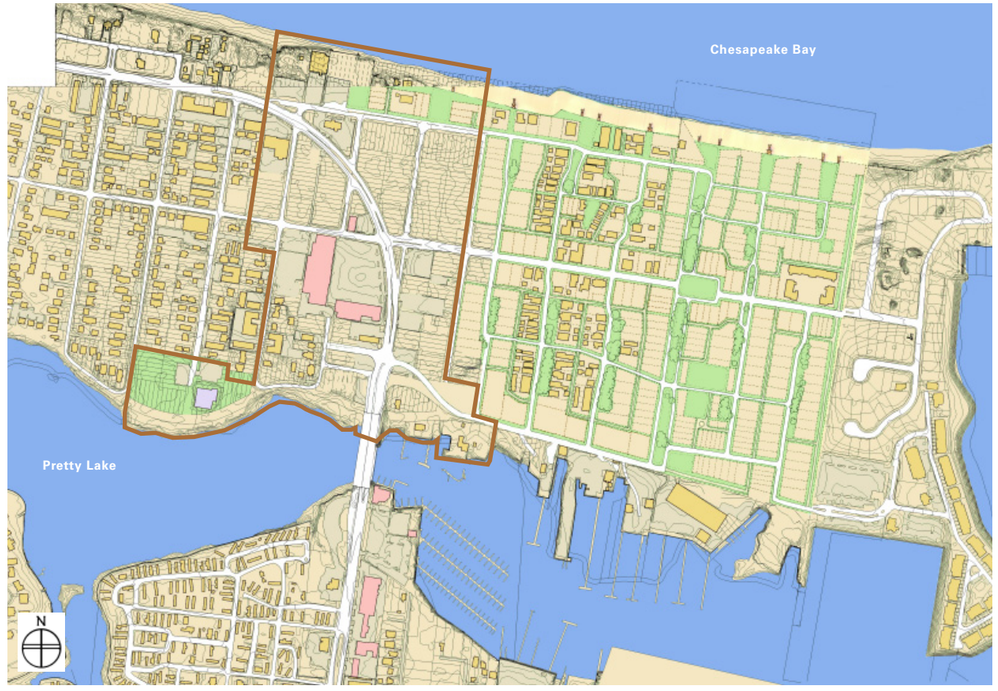
INPUT FROM PARTICIPANTS provided valuable insights into the public perception of the area, as well as identifying the issues that need to be resolved. This input is combined with analyses of three types: Urban Design Analyses of the area its configuration; Market Analyses identifying the most appropriate program for new development, and Traffic Analyses testing the impact of various alternatives on both traffic flow and the quality of pedestrian environment in the area.

URBAN DESIGN ANALYSIS

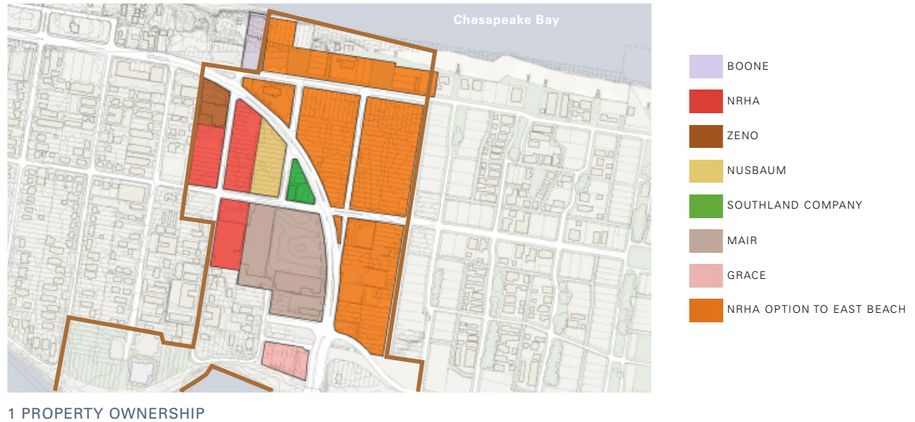
The Urban Design Analyses include a plan portrait of the area which combines information from several sources to provide a base from which we can develop alternative concepts. It includes all of the elements of the area: streets, buildings, land use, vacant land, topography, and natural features.

The other diagrams in this series illustrate just one of these elements. We call these diagrams X-rays. Each X-ray describes not only a physical element of the area, but also the issues which must be resolved.

1 Property Ownership The x-ray on this page describes one of the greatest challenges for the project area, property ownership. The area needs to be conceived as a whole. To do so, the various property owners will need to be convinced to work together collaboratively toward a single vision. The purpose of this plan is to provide that vision.



PORTRAIT PLAN



1 PROPERTY OWNERSHIP

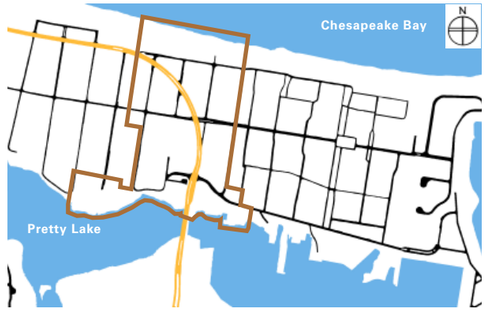
2 Street Pattern The grid network for Ocean View is interrupted and incomplete in the area immediately west of Shore Drive, and there are fewer east-west connections in that area. Shore Drive cuts across the local street grid, creating irregular blocks and conditions.

3 Building Pattern The majority of buildings are houses with a wide range of sizes and types. East Beach, though under development, is creating a consistent and diverse pattern of buildings. The western part of the area is more disorganized and less coherent. The middle is empty.

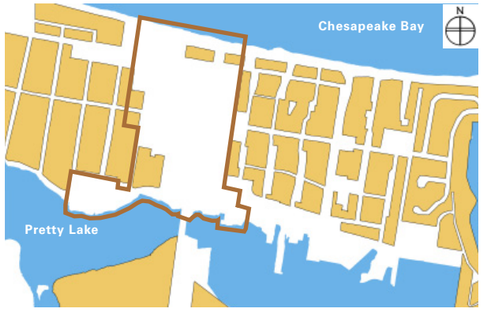
4 Commercial Pattern This weak commercial pattern includes scattered and vacant stores and has no coherent center.

5 Residential Settlement Pattern There is a big gap acting as a barrier between the housing on the east side of Shore Drive and that to the west.

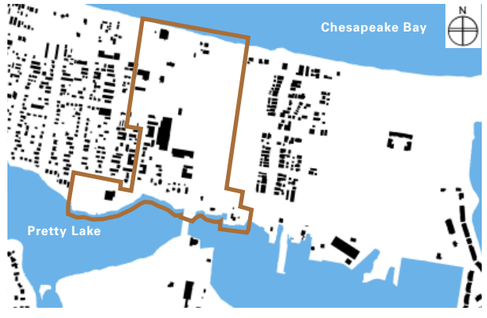
6 Open Space and Natural Features The largest public open space is the beach along the Bay. In East Beach there are a series of small parks, and the Community Center on Pretty Lake has a small field. The rest of the area has little open space.



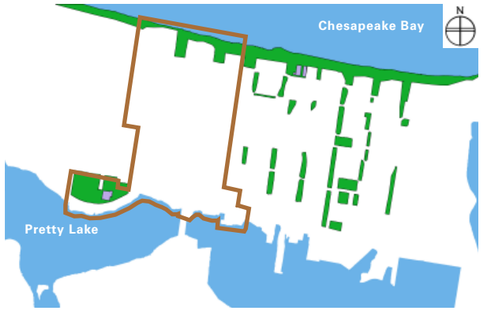
2 LOCAL STREET PATTERN



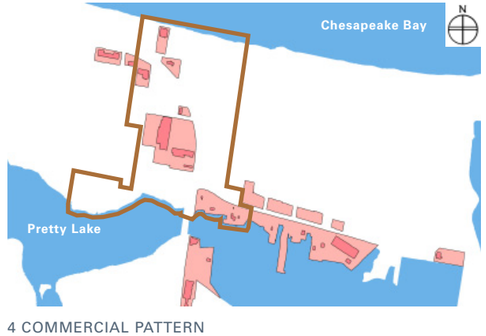
5 RESIDENTIAL SETTLEMENT PATTERN



3 BUILDING PATTERN



6 OPEN SPACE AND NATURAL FEATURES



4 COMMERCIAL PATTERN

RETAIL MARKET ANALYSIS

The Market Analysis for potential retail uses conducted in the Fall of 2006 identified a significant potential for retail uses, if an appropriate environment can be created. Such an environment must include a significant amount of new residents in a variety of housing types such as mixed use, condominiums, apartments, age-restricted living, and single family houses. This general study was refined during the course of the charrette by identifying the three types of environments that could be created and then recommending the retail program for them.

Pretty Lake

The hub for recreation, restaurants, and entertainment, Pretty Lake is the alternative waterfront address for large community celebrations, frivolous fun, socializing, and diverse eating experiences. This neighborhood has a central restaurant and entertainment plaza and pier that are flanked by the community recreation center on one side, and the working marina, boat slips, and fish market on the other end. These three personalities are all interconnected by the bike and walking paths that link the waterfront of Pretty Lake.

Uses and Experiences

- Fisherman's and Farmer's Market (fish, vegetables, etc.)
- Boardwalk
- Working marina
- Seafood restaurant
- Irish pub and sports bar
- Japanese sushi restaurant
- Bike shop
- Live music venue
- Treat shops
- Art galleries
- Funky clothing shop
- Italian Trattoria
- Indoor/outdoor movies
- Recreation center

The Beach

This neighborhood is activated during the daytime with people connecting to the beach and Chesapeake Bay. People fill the casual and affordable beach restaurants, and visit the destination beachfront hotel that epitomizes the charm of historic Ocean View. The marine life eco-center with touch-tanks teaches people of all ages about the wonderful history and existing wildlife in the area. Additionally, the eco-system is affiliated with the school system and is managed by the community residents. The hotel and sea-spa provide an escape to get away from it all. In the evening, this is a quieter and romantic neighborhood where people can simply slow down and relax.

Uses and Experiences

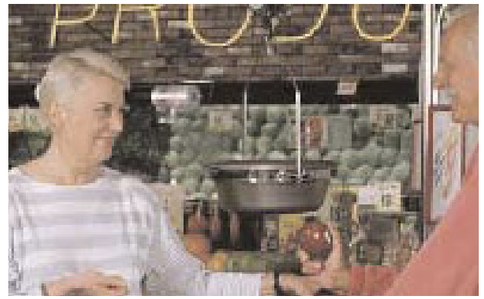
- Hotel and restaurant
- Thallasa therapy and wellness center
- Marine eco-center
- Ocean View photography club
- Wine and Tapas restaurant
- Ocean View gift shop
- Treats shop
- Beach club restaurant & fun
- Designated areas to host weddings, photography, and other celebrations
- Small stage for weekend musicians
- Nautical shop

Pleasant Avenue – Main Street

Located on Pleasant Avenue between the 21st and 24th Bay streets, Ocean View's Main Street has a dynamic and inviting streetscape with small shops, activities, casual restaurants, treats, services, and traditional neighborhood conveniences anchored by the community grocery store. This mix of experiences attracts people who are seeking to purchase everyday items and is also a main street shopping experience. Pleasant Avenue is lively during the day and evening.

Uses and Experiences

- Community grocery store
- 24-Hour diner
- Bakery and café
- Community bookstore
- Wine shop and experience
- Delicatessen
- Hair and nail salon & barber
- Bank
- Ballet/yoga and pilates center
- Men's and women's clothing
- Toy store and comics
- Pharmacy and hardware
- Pizzeria and Paninis
- Treats shops
- Men's and women's shoes
- Asian noodle house
- Convenience & newspapers
- Travel agency
- Dry cleaners and tailor
- Cooking store



TRAFFIC ANALYSIS

Alternatives

A series of alternatives were diagrammed during the charrette, indicating each lane of traffic with a single line.

1 Existing Curve

2 Modified Curve and partial network on Pleasant and 21st

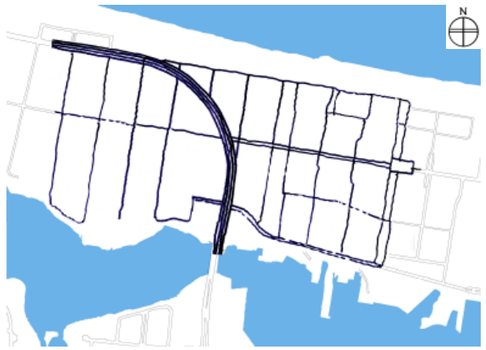
3 Wedge and partial network on Pleasant and 21st

4 L with all traffic on reconfigured Shore Drive

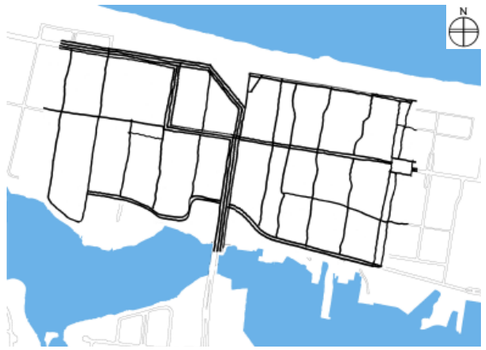
5 L and partial network on Pleasant and 21st

6 L with full network on both Pleasant and Pretty Lake to 21st.

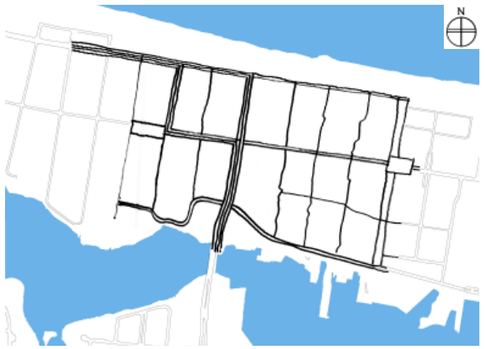
The diagrams make it clear that in both the curved and straight Shore Drive configuration, adding to the network and providing alternatives for traffic are improvements to the system. It enables the commercial properties to have more access and it reduces the barrier effect of Shore Drive.



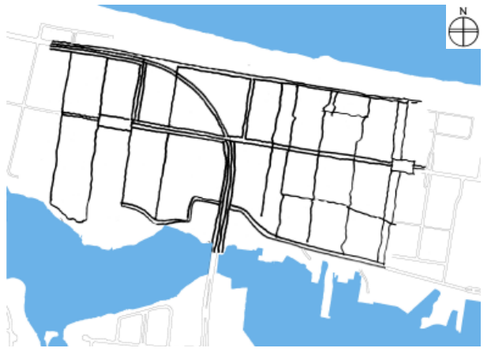
1 Existing Curve



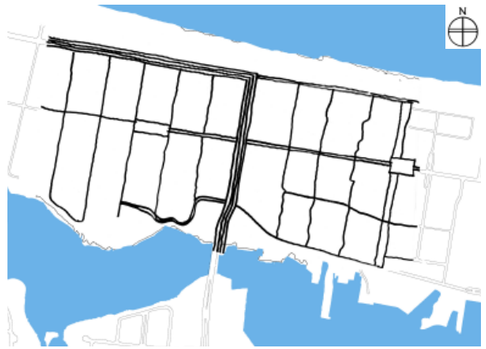
3 Wedge and partial network on Pleasant and 21st



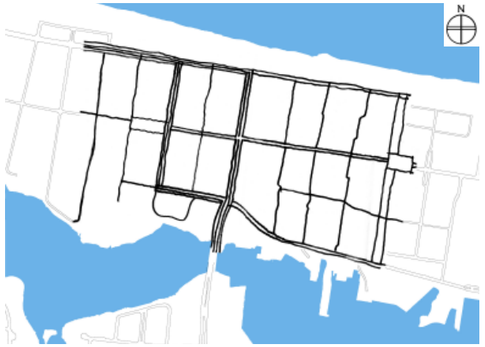
5 L and partial network on Pleasant and 21st



2 Modified Curve and partial network on Pleasant and 21s



4 L with all traffic on reconfigured Shore Drive



6 L with full network on both Pleasant and Pretty Lake to 21st.

Evaluation

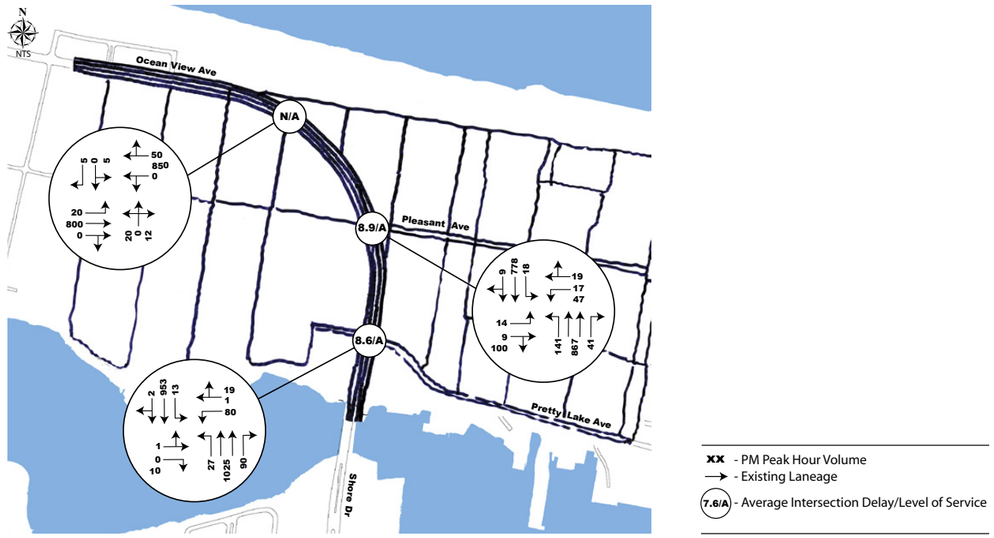
The current curve connecting East Ocean View Avenue and Shore Drive was designed before the introduction of interstate highways into the area. During this period, Shore Drive served as an arterial roadway for commuter trips associated with the naval bases. Today, most commuter traffic has been diverted to the interstates, resulting in existing traffic volumes that are below historical levels. Currently, daily traffic volumes along East Ocean View Avenue and Shore Drive adjacent to the curve are between 19,000 and 22,000 vehicles per day, which are below the estimated capacity for a four-lane roadway of 34,000 to 38,000 vehicles per day.

The attributes of Shore Drive that help maximize travel speeds and vehicular throughout – the sweeping curve, the large building setbacks, the lack of on-street parking – also serve to reduce pedestrian comfort and safety. The traffic projections prepared by Clark Nexsen for the year 2030 show that the existing roadway will continue to operate under capacity, even after accounting for traffic increases associated with background growth and approved development projects. Based on this fact, there is an opportunity to reconfigure Shore Drive and still maintain acceptable vehicular levels of service.

Restoring the original grid system by removing the existing curve is the most direct means of reducing traffic speeds in the area. The introduction of a 90-degree turn at a newly configured Shore Drive/Ocean View Avenue intersection will slow through traffic to speeds of 10 to 15 miles per hour at this location, allowing for safer pedestrian crossings. In comparison, the existing posted speed limits are 30 miles per hour along Ocean View Avenue and 35 miles per hour along Shore Drive, with observed speeds even higher.

A narrower roadway cross section for Shore Drive will also establish slower travel speeds and shorten crossing distances for pedestrians. However, four lanes of capacity are still needed for through traffic during the AM and PM peak hours. A biased pair of streets would allow the roadway cross section to be narrowed, while maintaining two lanes of capacity in each direction. Under this configuration, one roadway would have two through lanes for traffic moving south and/or east, and one lane for traffic north and/or west. The second roadway would have the opposite configuration.

With such a system, travel speeds can be slowed to approximately 25 miles per hour through the introduction of on-street parking and the use of a narrower cross section, which allows buildings closer to the roadway. Additionally, the presence of two-way traffic slows traffic more than the more conventional one-way pairs.



Year 2006 Peak Hour Volumes: Existing Curve

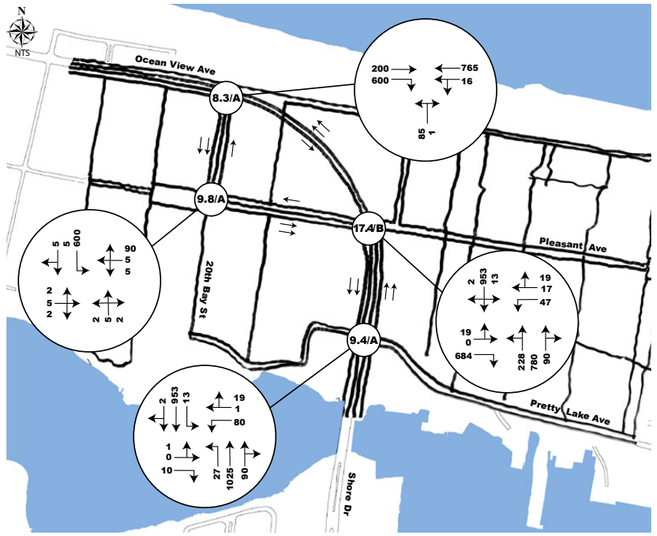
The diagrams to the right show the distribution of existing traffic for each of the network alternatives. The diagrams also show the recommended lane geometry and the resultant intersection Levels of Service. The baseline volumes for the existing configuration reflect year 2006 PM peak hour conditions as documented as part of the Clark-Nexsen East Ocean View traffic study. The following is a summary of the alternatives:

· All alternatives serve to slow through traffic in comparison to the existing curve; these slower travel conditions will be reinforced through geometric design features such as narrower lanes (10 to 11 feet) and on-street parking. However, all intersections are projected to operate acceptably for each of the alternatives.

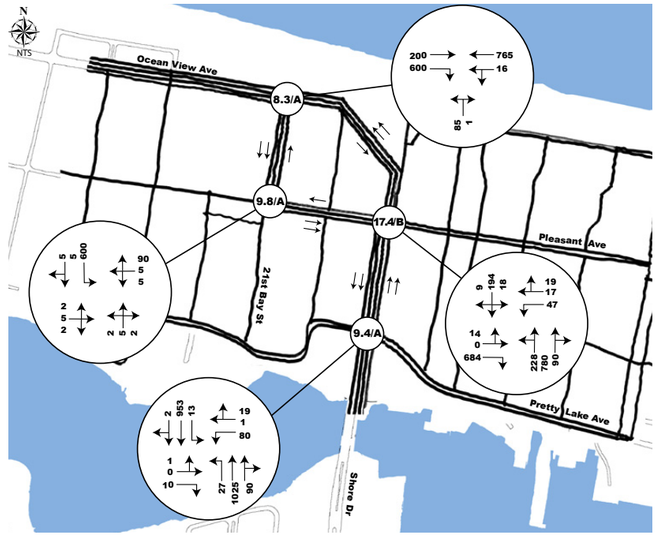
· Across the alternatives, all intersections except one are projected to operate at a Level of Service "A" (less than 10 seconds delay per vehicle) or "B" (less than 20 seconds delay per vehicle). Therefore, all alternatives are considered comparable in terms of vehicular circulation.

· The best overall network conditions are associated with the full network (Alternative 3), since it allows traffic to be distributed to multiple routes.

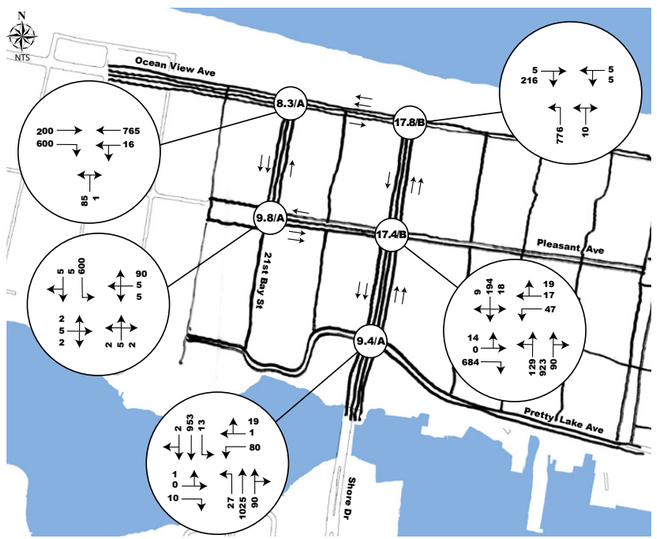
· The largest delays are associated with the "L" network with all traffic on Shore Drive (not shown). This is due to the large amount of left-turn and right-turn traffic that wou ld be directed through a single intersection at Ocean View Avenue and Shore Drive. However, even the delays at this intersection (30.4 seconds per vehicle) are well within acceptable tolerances for a pedestrian environment.



1 Year 2006 Peak Volumes: Modified Curve and Partial Network on Pleasant and 20th



2 Year 2006 Peak Volumes: Wedge and Partial Network on Pleasant and 21st

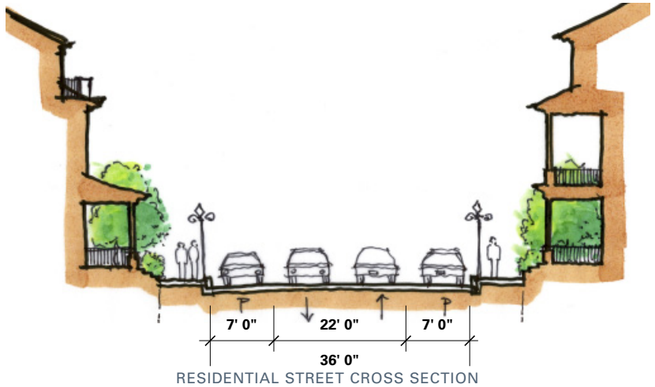


3 Year 2006 Peak Volumes: L and Partial Network on Pleasant and 21st

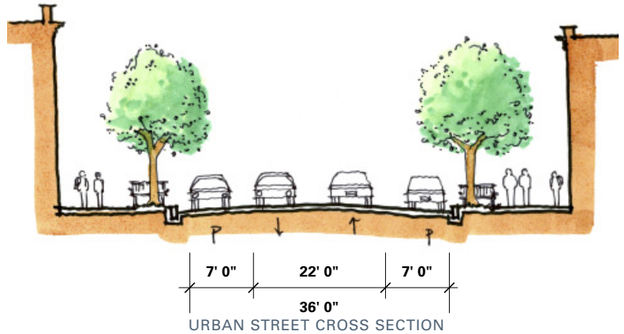
XX - PM Peak Hour Volume
→ - Existing Laneage
7.6/A - Average Intersection Delay/Level of Service

Flexible Cross Section

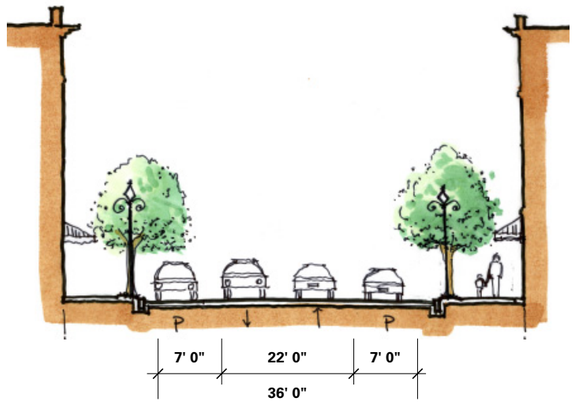
With the existing and projected traffic volumes, there is rarely need for more than one lane each direction. However, rush hour traffic could result in congestion. Therefore, we recommend the implementation of a diverse and interconnected street network. This enables the overall dimension of the streets to be reduced without having a negative impact on the capacity of the streets.



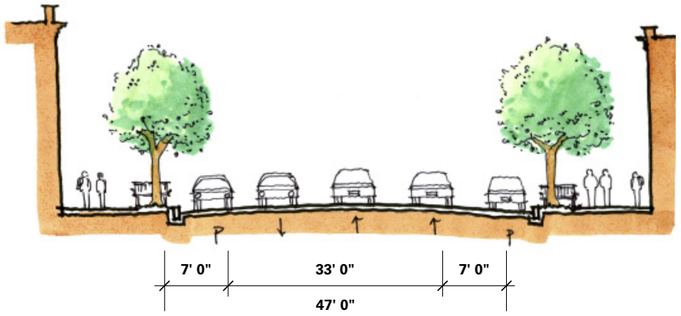
RESIDENTIAL STREET CROSS SECTION



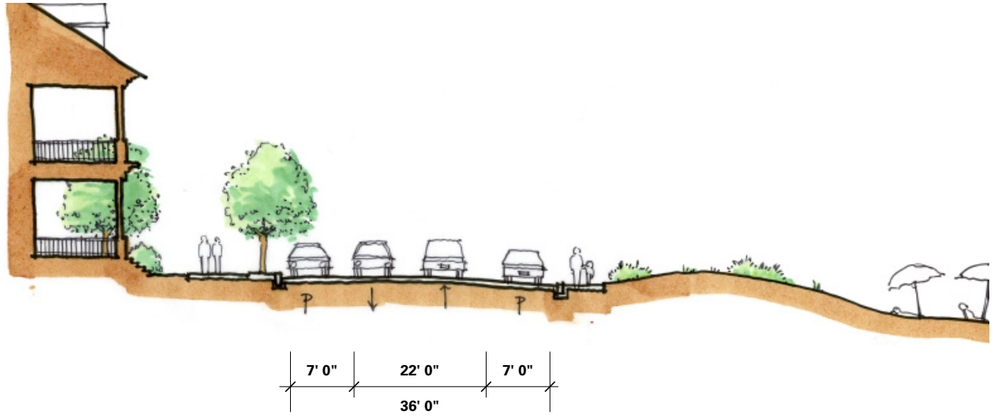
URBAN STREET CROSS SECTION



COMMERCIAL STREET CROSS SECTION



URBAN STREET BIASED CROSS SECTION



EAST OCEAN VIEW AVENUE PROPOSED CROSS SECTION

Design Concepts and Alternatives

DESIGN PRINCIPLES

During the process a set of design principles were developed to guide the designs:

1. Preserve, enhance, and build upon the greatest natural assets of the area: Chesapeake Bay and Pretty Lake Harbor
2. Connect the two waterfronts to take advantage of the proximity of these two assets
3. Extend the impact of the waterfronts by extending connections inland
4. Create special address and public spaces along these connections
5. Build new development around these spaces to create a unique set of addresses
6. Create strong east-west linkages to provide improved access to the study area from surrounding neighborhoods
7. Overcome the barrier effect of the existing configuration of Shore Drive.

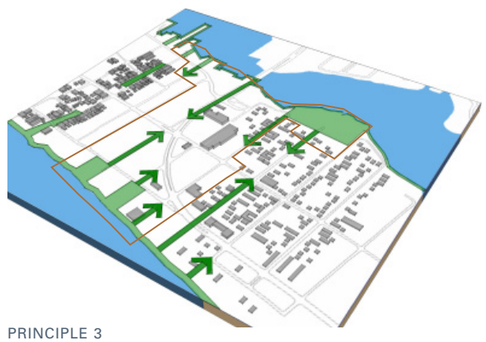
PRINCIPLE 7

PRINCIPLE 1

PRINCIPLE 4

PRINCIPLE 2

PRINCIPLE 5

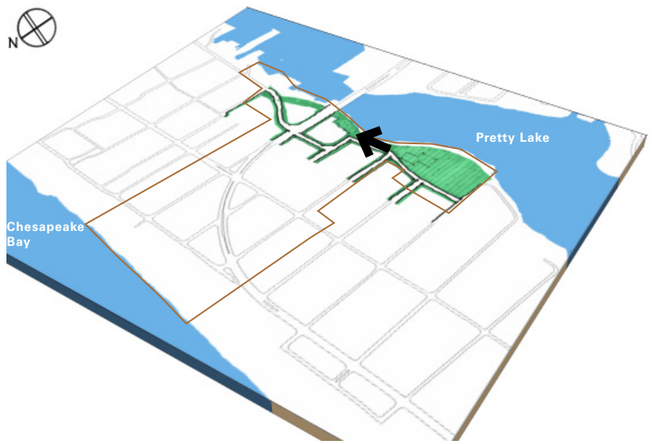


PRINCIPLE 3

PRINCIPLE 6

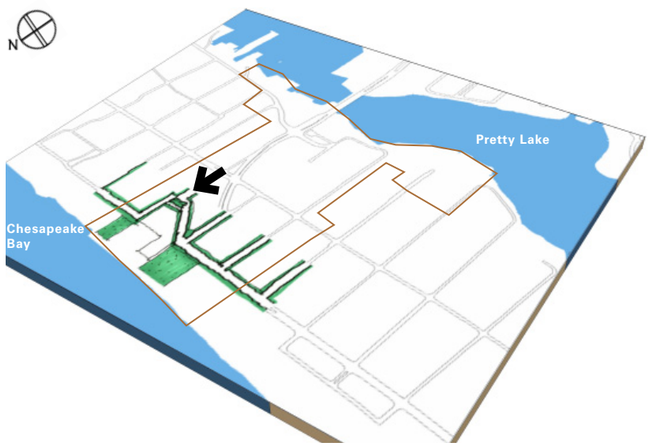
ADDRESSES : Pretty Lake Harbor

A continuous public space should be created between the community center on the west and the Marinas on the east side of the bridge. In some places a street runs along the waterfront space, while in others, especially in the areas closest to the bridge, it is a pedestrian environment. The scale of the buildings is 3 to 4 stories with residential and some limited office uses on upper floors. The design should create a series of interesting outdoor gathering spaces that are linked.



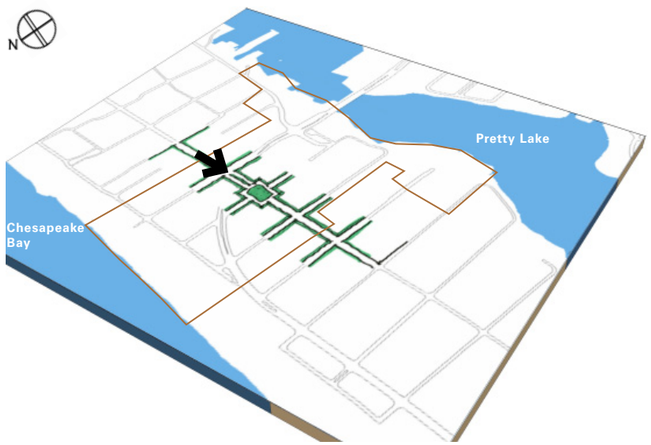
ADDRESSES : Chesapeake Bay Front

The Chesapeake Bay Front is part of residential neighborhood with a mix of houses, condominiums, age restricted housing, and small hotels. The character is quiet and domestic. The emphasis is on the beach as a place of recreation for people of all ages, especially children. Public spaces should have a neighborhood character. Retail uses should support this character. Community spaces open to water and extending to the south should expand the number of waterfront addresses. This is the place where the neighborhood comes to the Bay.



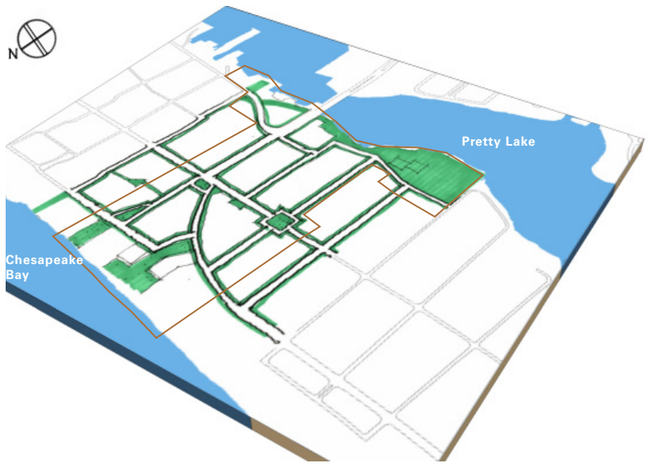
ADDRESSES : Pleasant Avenue Village Center

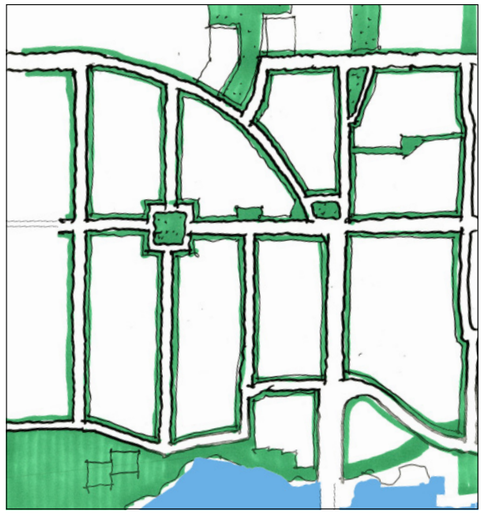
This is the urban center for East Ocean View. The streets and sidewalks are designed to slow traffic and encourage pedestrian activity. A square in the center is the focus of community and civic life. Buildings include offices for both local services and creative businesses. There is a grocery store on the street, with parking screened from the activity of the pedestrian realm. Upper floors accommodate apartments and condominiums, providing a 24-hour-a-day, 7-day-a-week living population which will foster a strong sense of community.



ALTERNATIVE CONCEPTS : Modified Curve

The curve remains but it is narrowed to two moving lanes with parking on each side. Pleasant Avenue is improved to have a similar capacity as is 21st Bay Street. The frontage along the curve can contain mixed use but should be primarily residential and/or hotel. There should be frequent intersections to encourage pedestrian linkage. The main retail core is in the Town Center and on Pretty Lake. Pretty Lake Avenue continues in its historic alignment but is extended to the Community Center.

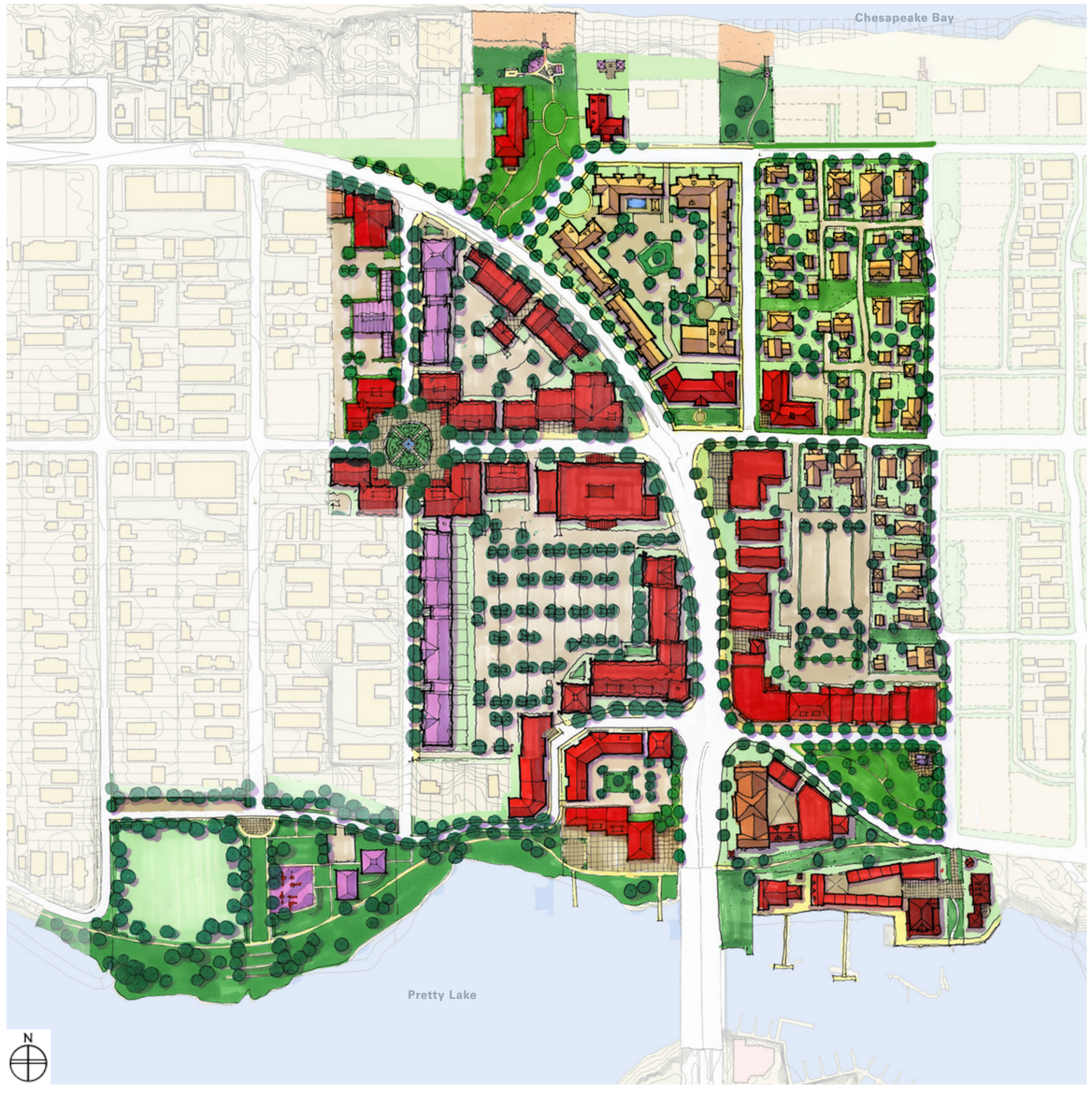




Framework of streets and open space

Land Use Diagram

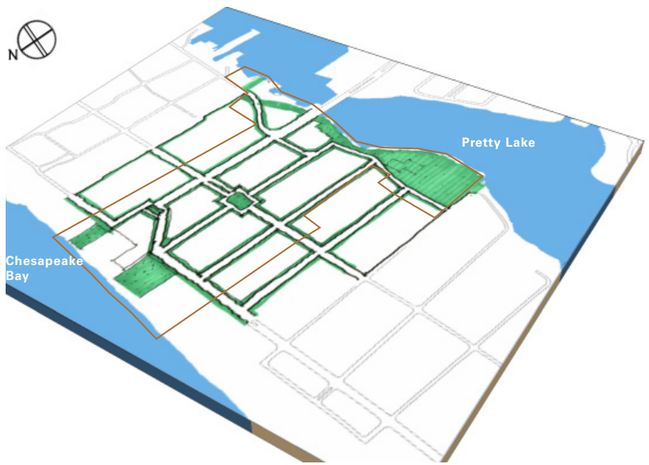
- Commercial/Mixed Use
- Residential
- Educational
- Institutional

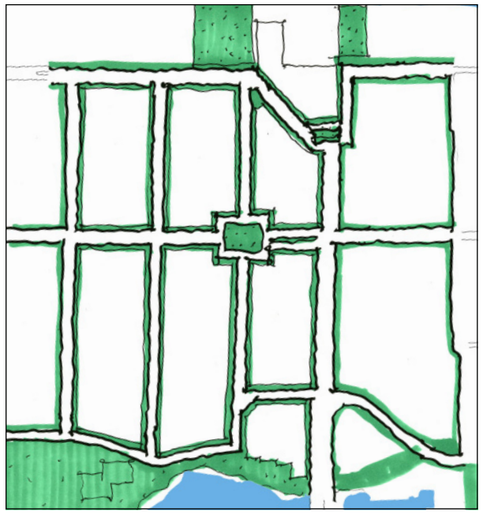


Modified Curve Concept Plan

ALTERNATIVE CONCEPTS : Wedge

The curve is replaced with a network, but 23rd Bay Street diverges halfway between Pleasant Avenue and East Ocean View Avenue to create a prominent site for a small hotel or other more public use. The diagonal streets then lead to the waterfront while also providing views of the bay. Pleasant Avenue has a greater importance than in the previous design and will carry some of the through traffic past the retail core. Pretty Lake Avenue is the same as design No. 1.





Framework of streets and open space

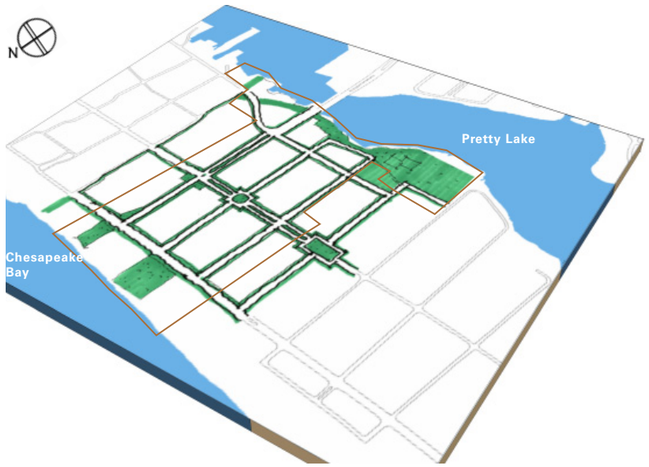
Land Use Diagram

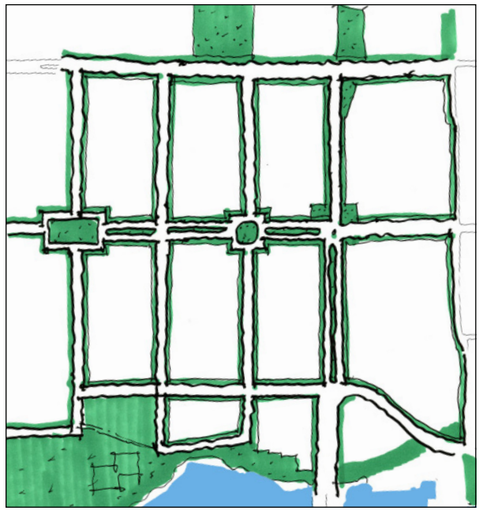
- Commercial/Mixed Use
- Residential
- Educational
- Institutional

Wedge Concept Plan

ALTERNATIVE CONCEPTS : Grid

The curve is eliminated completely and both 23rd Bay Street and East Ocean View Avenue become two-lane streets with parking on both sides. Pleasant Avenue is widened and becomes an important street. Pretty Lake is extended in its new alignment to 20th Bay Street, and 21st Bay Street is improved to provide a route for through traffic around the west side of the retail core.

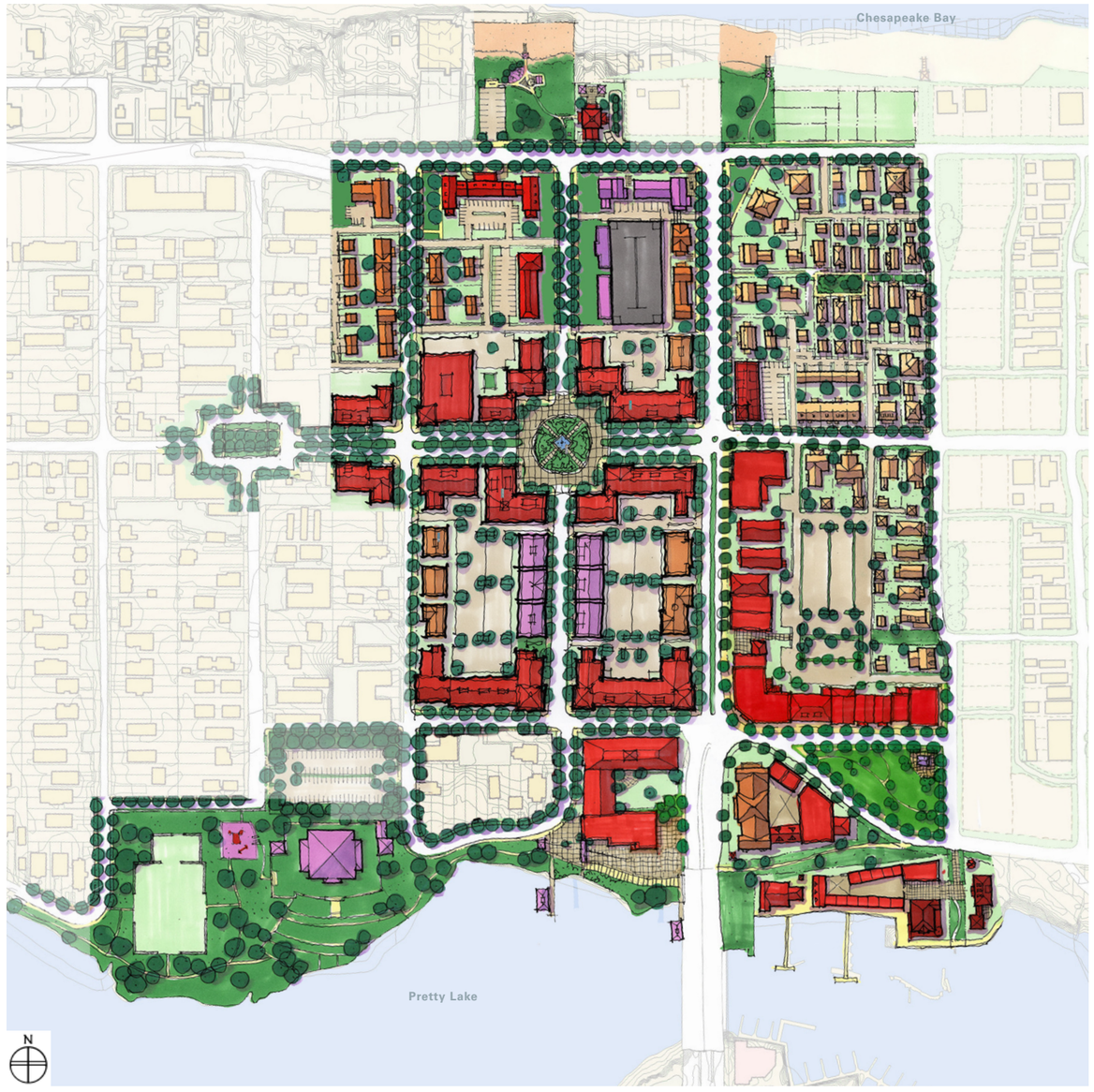




Framework of streets and open space

Land Use Diagram

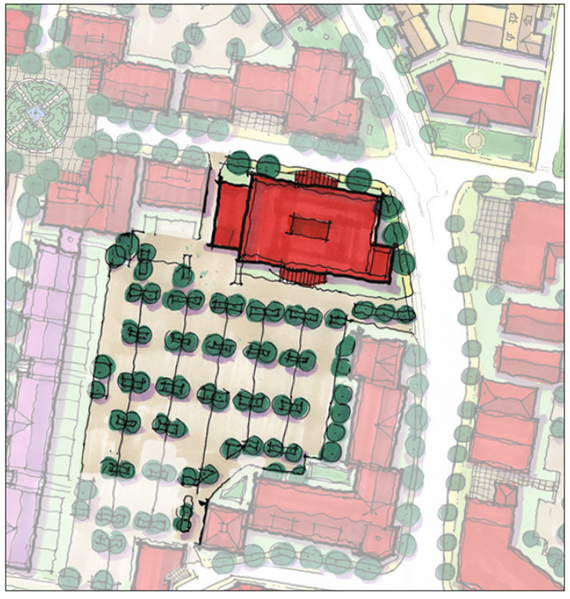
- Commercial/Mixed Use
- Residential
- Educational
- Institutional



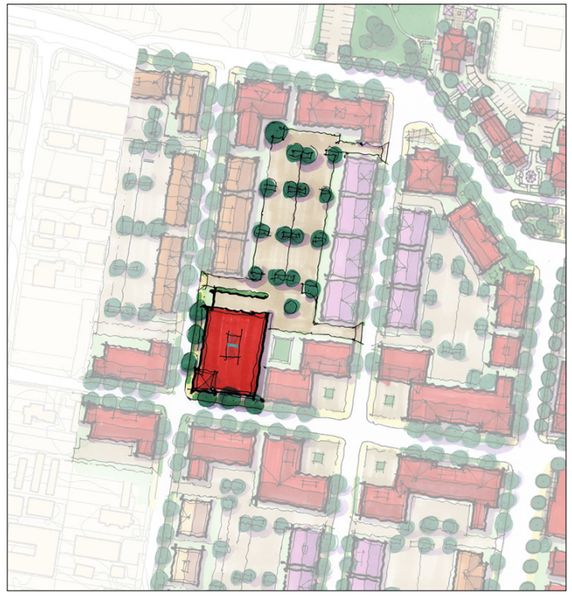
Grid Concept Plan

USE ALTERNATIVES : Grocery Store Types

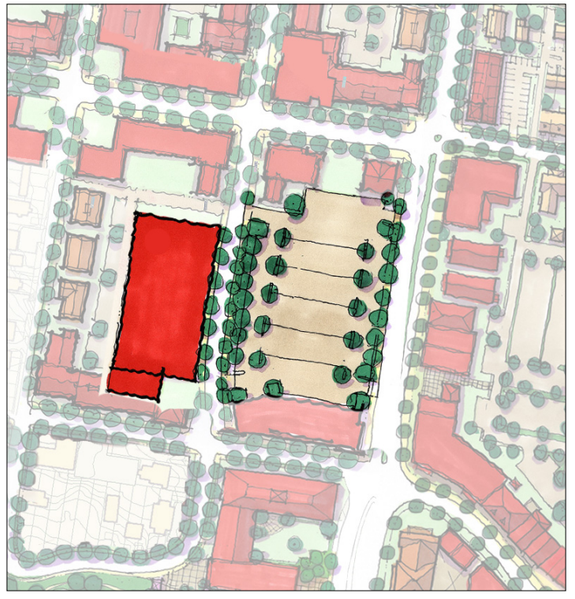
In the course of the public process, there was much discussion of the most appropriate type of grocery store for the area. On the one hand, there was interest in the convenience of a large grocery store, but on the other, great concern about the impact of a large store on the character and quality of the town center. Four of these alternatives are illustrated, all of which attempt to contribute to the Town Center character. In the process, there was little interest in the largest of these.



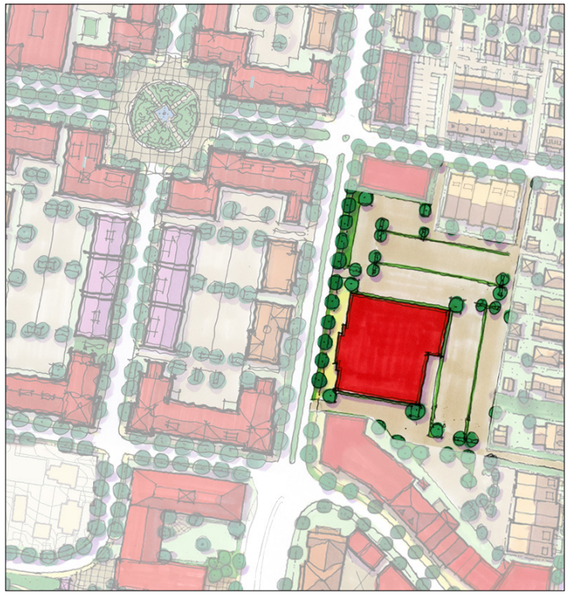
Mid-size grocery store with surface parking behind



Medium-scale market with surface parking behind



Big Box with adjacent surface parking



Medium-sized grocery with adjacent lot to the east of Shore Drive

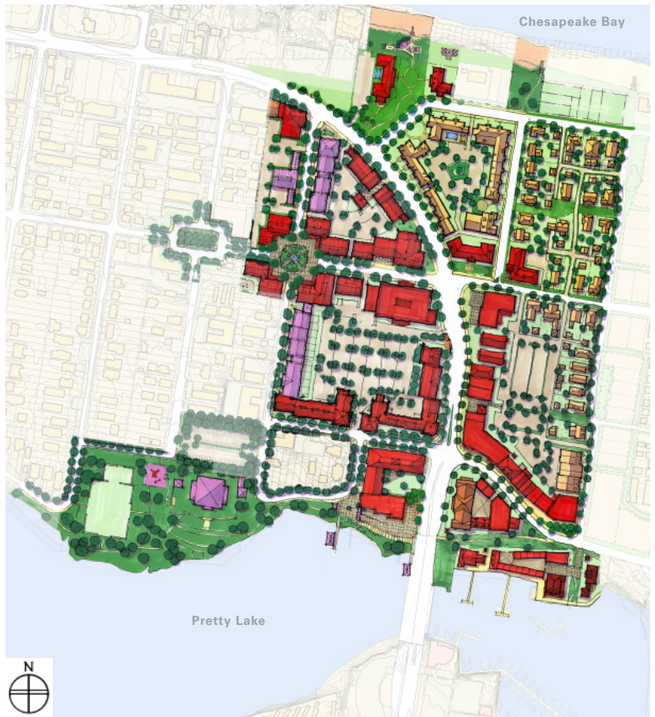
STREET NETWORK DESIGN COMBINATIONS

Each of these three concepts contain a number of different elements. Some participants experimented with mixing elements from one design with another. There was general consensus that the extension of Pretty Lake Avenue in its new alignment and tying it to 21st Street is an important element.

On the other hand, the decision about the curve had relatively little impact on the quality of the places designed. It is a matter choice for the developer rather than a matter of clear public benefit of one design over another.

Therefore, we have combined some of the design elements to create hybrids, as illustrated below.

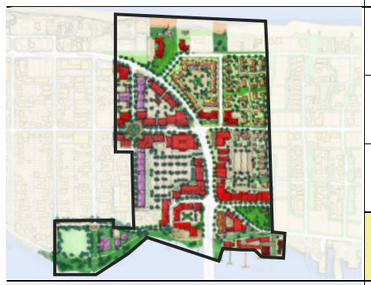
Full grid scheme



Full grid on lower part with modified curve

Full grid on lower part with wedge

Quantitative Analysis

Plan Type		Address	Units (1000 GSF/Unit)	Retail (Square feet)	Education/Institutional (Square feet)	Hotel (Rooms)	Park Space (Acres)	Parking Spaces (Excludes On-street)	New Roads (Linear Feet)
Modified Curve		Pretty Lake	154	121,000	4,600	0	4.75	244	2,025
		Town Center	258	190,100	27,000	0	0.51	520	2,500
		Bayfront	221	25,350	27,700	75	1.60	296	2,800
		Total	**633**	**336,450**	**59,300**	**75**	**6.86**	**1,060**	**7,325**
Wedge		Pretty Lake	154	121,000	4,600	0	6.95	253	2,025
		Town Center	347	160,000	66,000	0	0.33	605	3,800
		Bayfront	109	18,000	0	40	1.74	178	1,900
		Total	**610**	**299,000**	**70,600**	**40**	**9.02**	**1,036**	**7,725**
Grid		Pretty Lake	151	121,600	10,000	0	5.75	67	2,025
		Town Center	364	167,200	34,200	0	1.17	808	3,700
		Bayfront	66	0	0	50	3.31	101	2,125
		Total	**581**	**288,800**	**44,200**	**50**	**10.23**	**976**	**7,850**

Evaluation Criteria

PARTICIPANT FEEDBACK

Summary of Public Response

At the public meeting following the design session, participants were asked for their comments on the concepts and alternatives presented. The grid network was the preferred solution, followed by the wedge option. Keeping the curve, though hailed by all as the most cost efficient and least disruptive option, allows traffic to flow too quickly for a safe pedestrian environment. It also upholds the divide between east and west sides. The wedge plan was liked for the development opportunities created by its interesting block configuration. A suggested combination of the wedge and a network of streets, including the extension of Pretty Lake Avenue as a through street, was also favored. Assets of the grid network include great connectivity, several route options, and maximized land utilization. Criticism of the network identified it as the most expensive option, with too little emphasis on the beach and open space.

The primary concerns reflect mixed feelings. While traffic needs to move smoothly through the neighborhood, it must be slowed to create a safer environment, reunite rather than divide the area, and discourage large trucks from using it as a travel route. The beach front wants to be utilized and developed, yet without obstructing the views and while leaving a maximum amount of open space and beach access. A large variety of shops and restaurants are desired with minimal infrastructure. Ease of access is a priority, particularly to the grocery, though smaller shops typical of a town center are desired by most.

The perspective developed of the Pretty Lake waterfront illustrated a character most found highly desirable. Participants liked the boardwalk, connections beneath the bridge, restaurant variety, pedestrian and bike paths, informal environment, and natural wetland setting. Further requests include more green space, further development of the recreational capacity of the shore and the community center, and connections from Pretty Lake westward.

Along the Bay Front, the views of the water and the idea of a small hotel with spa were popular. The quieter nature of the area allows the views of the ships and Chesapeake Bridge to be appreciated and a place where fireworks displays and other recreational activities can be hosted. Concerns emphasized keeping the hotel small and with a unique feel, while maximizing the openings along the shore.

Another favorite was the town center concept. Participants liked the proposal of a communal gathering space with retail, a variety of services and businesses, and a walkable scale. The town square depicted in the “L” network plan was a particular favorite with its central feature, patterned paving, and landscaping. Concerns regarding the town square point out that it still bisects east-west, preserving a divide. Also missing is an iconographic element. Large block buildings and large parking lots were rejected in all cases.

Important uses include neighborhood convenience, recreation, restaurants, shopping, and a network of safe pathways. More open space and parks, connecting the two waterfronts, was also a unanimous request. General agreement named land ownership as the first issue to address. Creation of a clear and common vision for property owners to buy into will generate momentum to get started. Addressing the sidewalks and bikeways and initiating Pretty Lake development are the clear starting points.

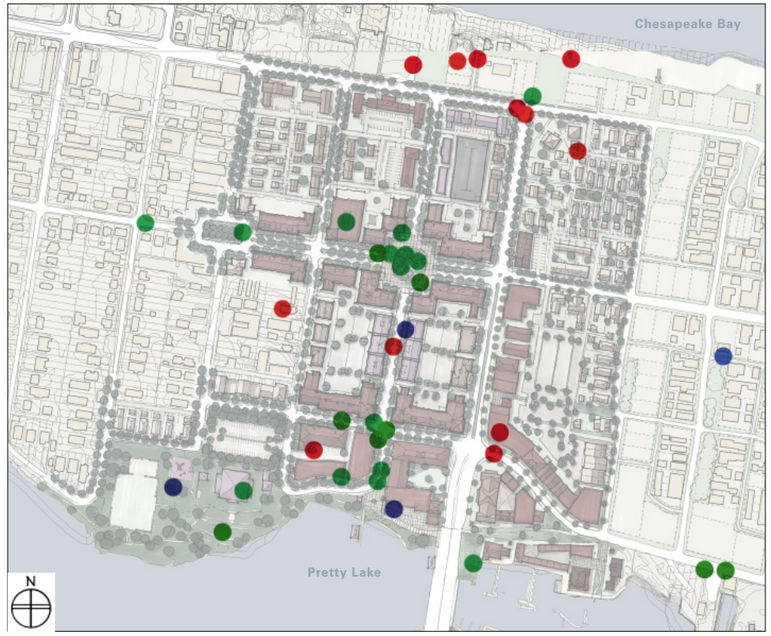
Design Strengths, Weaknesses, and Priorities

Strengths, weaknesses, and priorities of the curve alternative

- Unsafe pedestrian conditions along Shore Drive
- Needs more connections
- Needs more open space and waterfront connections
- Townhomes near water are well placed
- Town square and waterfront amenities are desirable

Strengths, weaknesses, and priorities of the wedge alternative

- Just as costly as grid yet as problematic as curve
- Single family housing to the east should be a different use
- Increase open space at Pretty Lake
- Wedge shape creates interesting development opportunity
- Waterfront connections are desirable
- Doesn't obstruct beach views with buildings
- Moves traffic better than the grid



Strengths, weaknesses, and priorities of the grid alternative

- Not enough open space along Chesapeake Bay
- Educational is not necessary here
- Pretty Lake development should be less crowded
- Distributes traffic and increases connectivity
- Views of both waterfronts and plazas create great public spaces
- East-West connections encourage development to the west
- Pretty Lake/Shore Dr. resturants and "lifestyle center" desirable

Preliminary Conclusions

The Charrette clarified the goals and program for this area and substantially altered our understanding of the major issues.

1 To Curve or not to Curve: We found that an effective program can work with all of the alternatives explored. Infrastructure improvements are needed for the scale of development envisioned. The increased cost of eliminating the curve will need to be justified in terms of the additional development capacity and land value that results from it.

2 A Larger Infrastructure Issue: The Charrette made it clear that a major effort is needed to improve conditions west of Shore Drive. The limited street network in that area is a problem for the effective movement of vehicles on both sides of Shore Drive. Pretty Lake will be more heavily used in all scenarios and the intersection at Shore Drive is perceived to be poorly designed. The lack of connection to the west at that intersection is further limiting options for vehicles.

Therefore, the most important traffic improvement should be to extend Pretty Lake to 21st or 20th Bay Street and complete the network. This will improve the development potential of the area, but it will also serve to revitalize the area to the west. We suggest that this is a public investment while other improvements are part of the development process. In addition, it is important to improve the cross section of Pleasant as it runs to the west.

3 Pretty Lake Projects: We believe that the Pretty Lake waterfront proposals could and should proceed. It is the place most likely to create a unique environment and there are developers poised to implement it. The keys are the Grace, Harris, Edwards, and East Beach properties which flank the intersection with Shore Drive. The part of John Mair's property along Pretty Lake should also be developed as part of an integrated program.

We believe it is essential to resolve the ownership issue of the street rights of way in order to be able to proceed with this initiative.

4 Chesapeake Bay Projects: The major difference between the alternative treatments for Shore Drive is the amount of land contiguous with the waterfront. It was generally agreed that the design alternatives did not fully capitalize on the value of the waterfront. Suggestions included creating greens similar to those in the East Beach community.

5 Pleasant Avenue: There was strong support for the concept of a village retail street with a wide range of shops and residential uses above. There were varying opinions about the appropriate type of grocery store, but there was little support for a 50,000 sf store with large parking field.

6 Next Steps: The next step will be to review the results of the charrette and the alternative combinations which were identified with the stakeholders. From their input and the committee, we will prepare a recommended course of action.